



Image Source:
<http://www.healthykidshealthycommunities.org/communities/hamilton-county-oh>

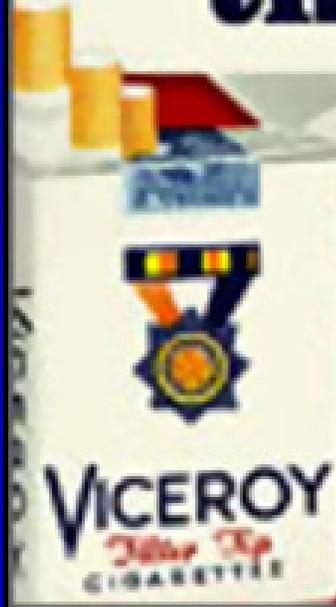
The Spectrum of Prevention: A Tool for Effective and Comprehensive Public Health Practice

Benita Tsao

Moving Public Health Practice to the
Next Level in Challenging Times

September 29, 2011

Viceroy's *FILTER* the Smoke!



As your Dentist,
I would recommend
VICEROYS

Farcus

by David Waisglass
Gordon Coulthart



**“That’s the third smoker we’ve lost
this week.”**



“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

Prevention Works

- ◆ Child Restraint and Safety Belt Use
- ◆ Smoking Prevention
- ◆ Minimum Drinking Age Laws
- ◆ Childhood Vaccinations
- ◆ Motorcycle and Bicycle Helmet Laws
- ◆ Reduced Lead Levels in Children



NORMS

more than a habit

based in
culture & tradition

sanction behavior

taken for granted

attitudes,
beliefs,
ways of being

behavior shapers

communicate regularity
in behavior

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

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Individual Knowledge & Skills



Individual Knowledge & Skills

Youth Alive! Teens on Target



Photo courtesy of <http://www.youthalive.org/>

Prevention
Institute

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Community Education

Truth Campaign



Community Education



www.ceasefirechicago.org

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Community Education

- ◆ Social marketing campaigns
- ◆ Media advocacy,
e.g., opinion articles,
letters to the editor
- ◆ Community events

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SOURCE: Daniel Lobo

Educating Providers



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Strategic Alliance

Promoting healthy food and activity environments



Soda



Menu Labeling



Marketing to Kids



Joint Use



Healthy Food Retail



Transportation



Health Reform

Health in All Policies Task Force





**Health and
Public Health**

Education

**Social
Services**

**Criminal Justice
and Law
Enforcement**

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Organizational Practices

Kaiser Permanente Farmers' Markets



Organizational Practices

Library Cards for All in Salinas, Calif.



Organizational Practices

Pharmacy Tobacco Bans



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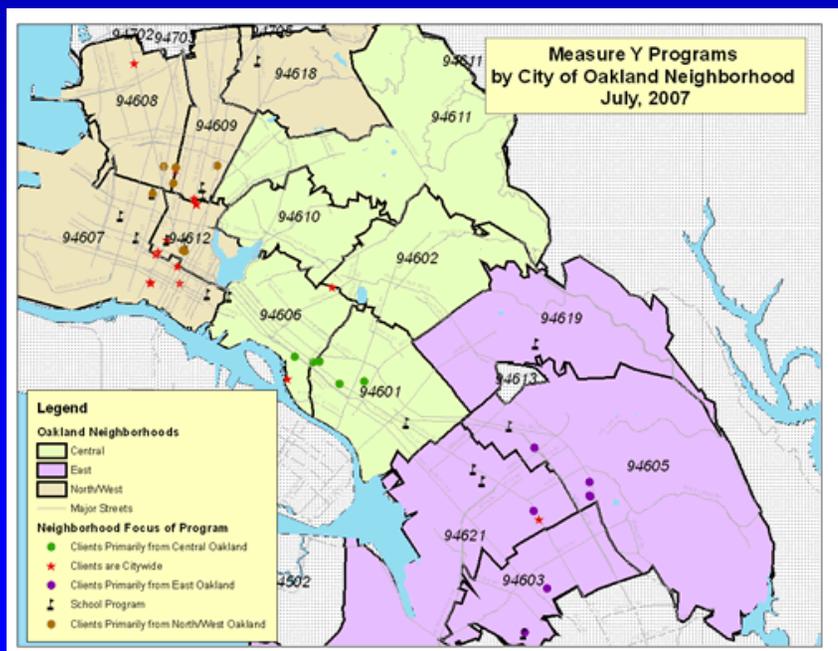
Promoting Community Education

Strengthening Individual Knowledge & Skills

Policy & Legislation



Measure Y creates a safe Oakland by dramatically reducing violence among youth and young adults



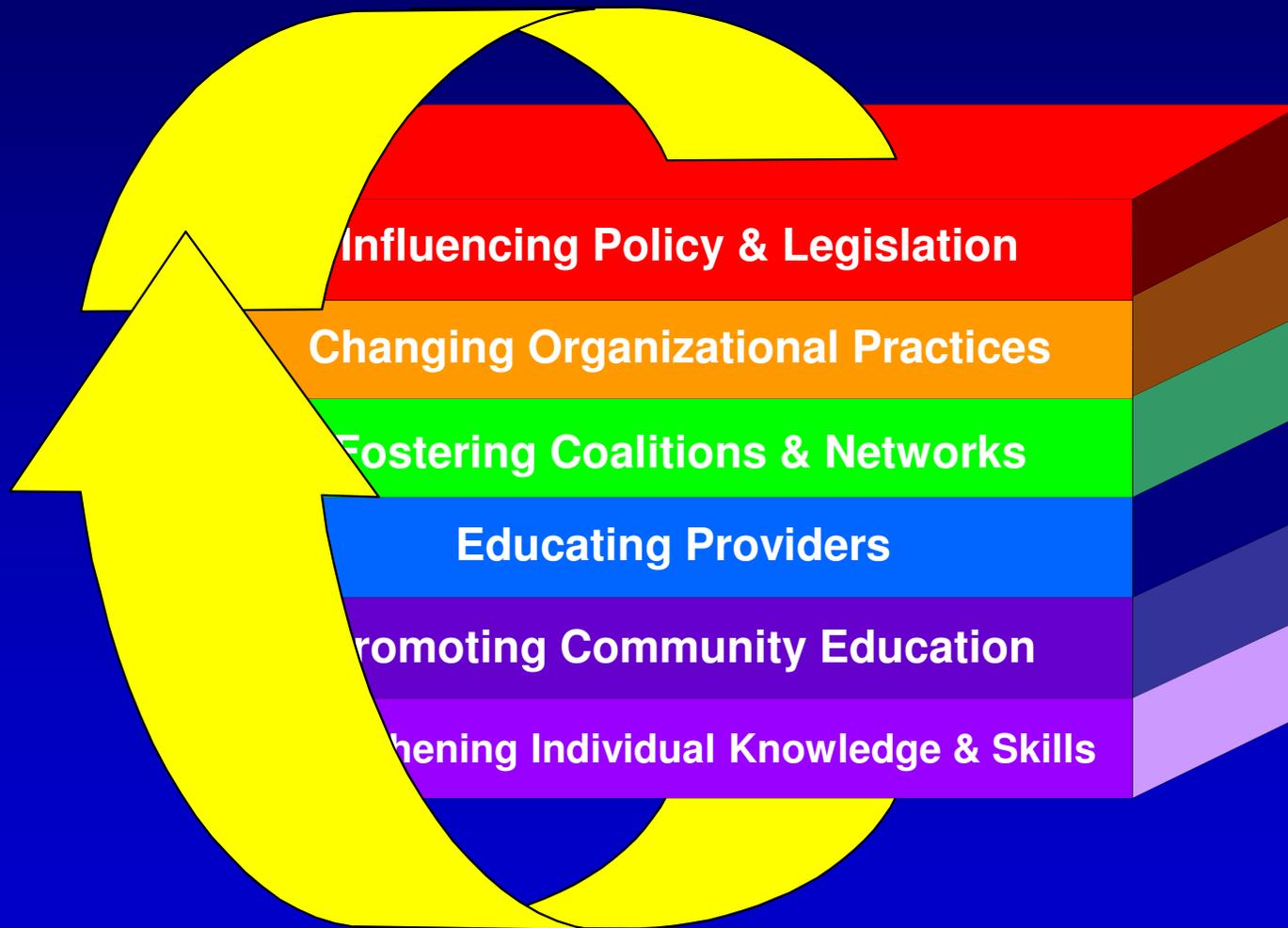
Photos courtesy of <http://measurey.org/>

Policy & Legislation

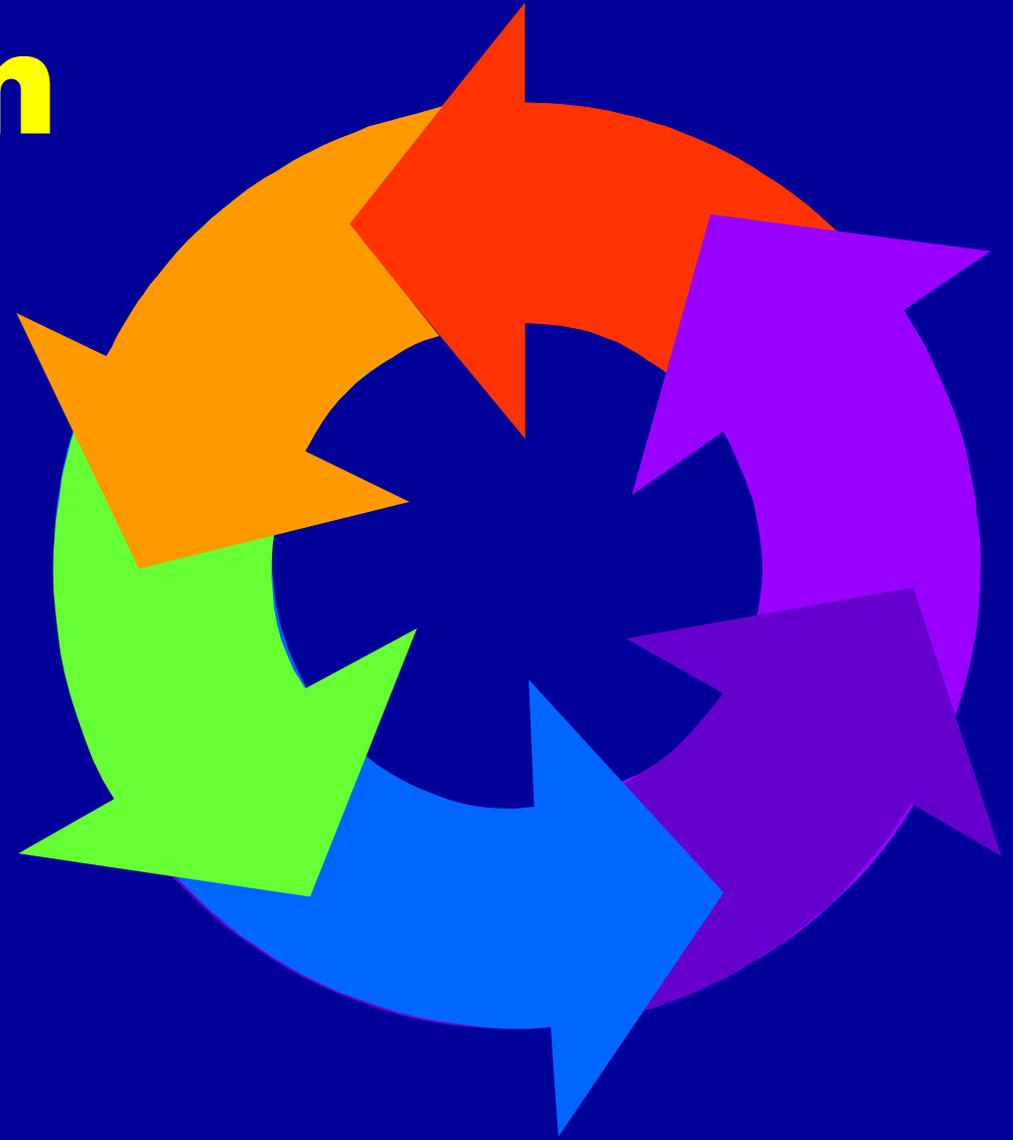
Tobacco Free Parks Montgomery County, Alabama



Data & Evaluation



Spectrum Synergy



Benefits of the Spectrum

- ◆ Promotes comprehensive solutions to complex problems → more effective
- ◆ Promotes coordination and collaboration → more efficient
- ◆ Fosters strong partnerships and community engagement → sustainable outcomes
- ◆ Shifts norms

joint use ●●



What is Joint Use?

- ◆ **A partnership to share facilities** between a local school district and the corresponding city/county, parks and recreation department, or an organization such as the YMCA.
- ◆ These facilities can include (but are not limited to) outside tracks and fields, swimming pools, fitness centers, and gymnasiums.



Joint Use of Facilities

Pixley, California

- ◆ Ballet Folklórico students originally practiced on a broken down basketball court
- ◆ A *joint use agreement* provided students with a safe place to practice, play, and be physically active



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6. Influencing Policy
and Legislation

**School district adopts a formal
policy promoting Joint Use**

5. Changing Organizational
Practices

**Unlocking the gates & having a
formal plan in place**

4. Fostering Coalitions
and Networks

**School district working with YMCA
may also want to include unions,
parks & rec, insurance, etc.**

3. Educating Providers

**Gain buy-in of custodial staff & other
“gate keepers” around the positive
impact of Joint Use**

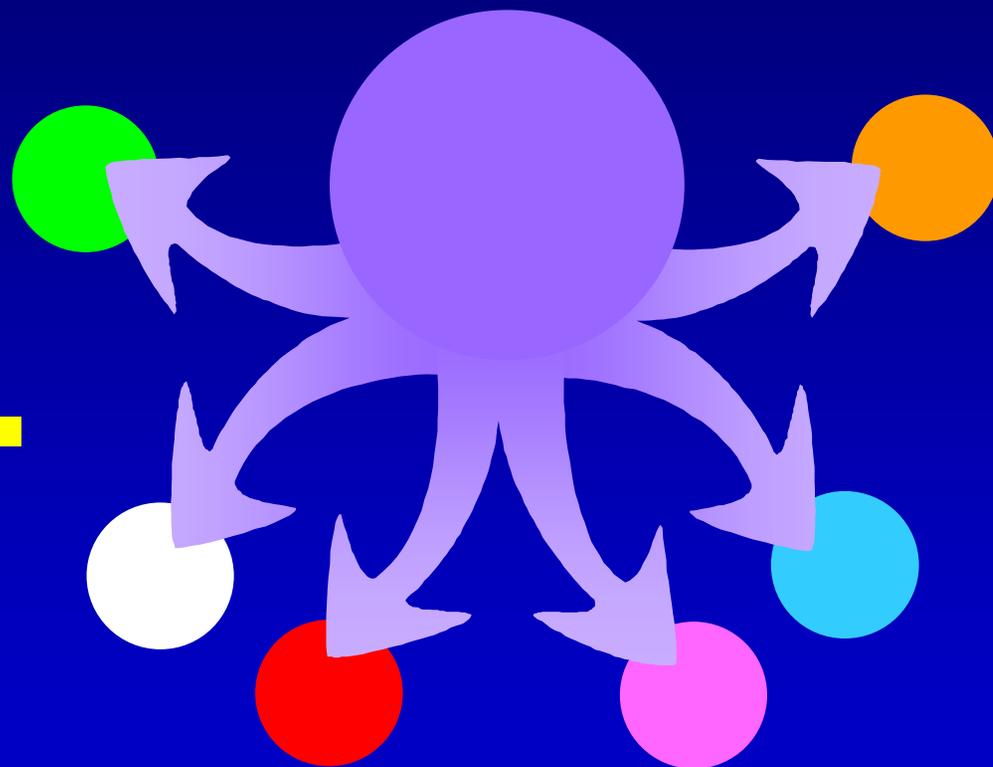
2. Promoting
Community Education

**Raise awareness through programs
like PhotoVoice**

1. Strengthening Individual
Knowledge & Skills

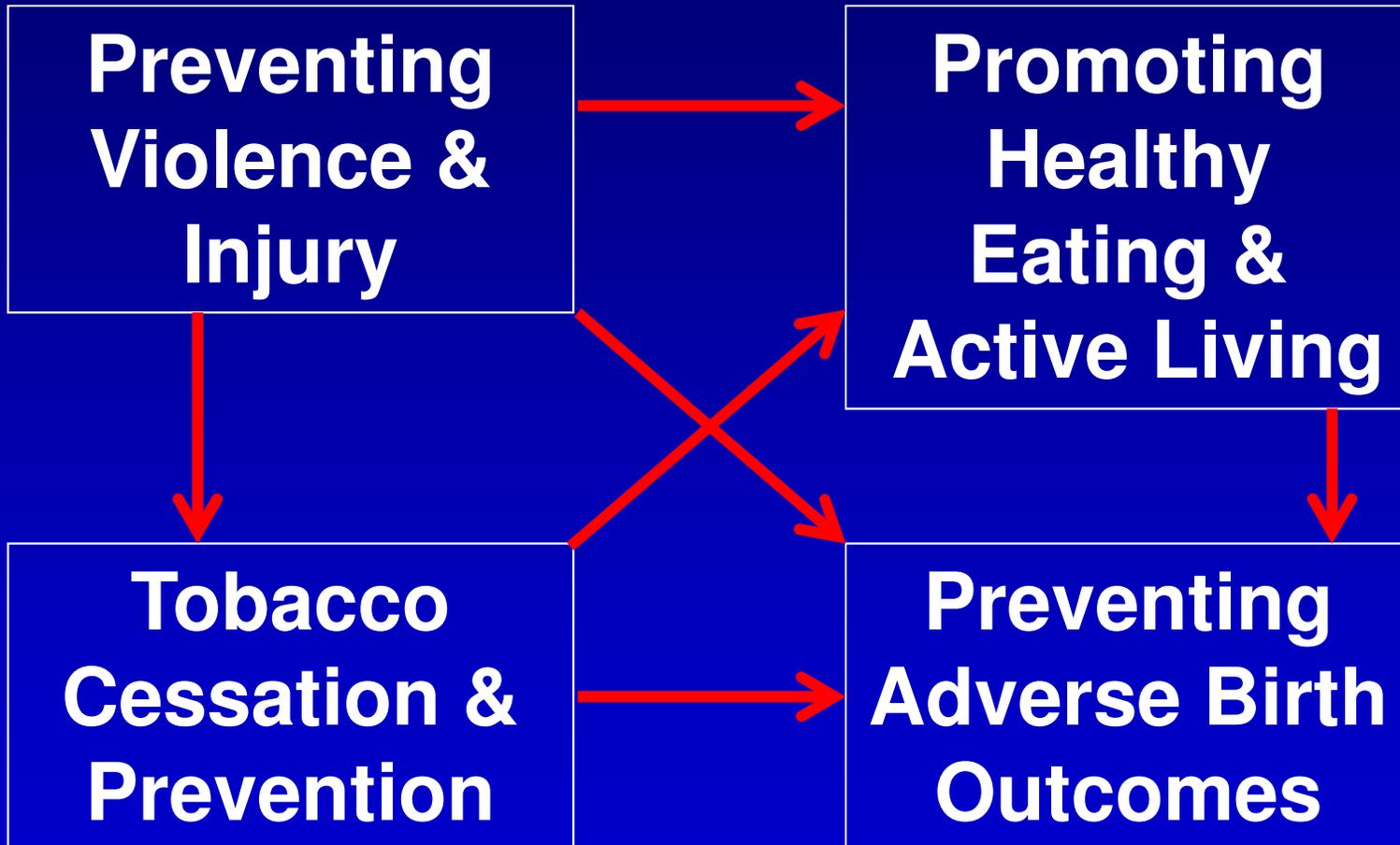
**Working with youth in identifying
community challenges and
opportunities**

**A good solution
solves
multiple
problems.**



Prevention Institute

Linking Health Issues



Addressing the Intersection



Addressing the Intersection

Food Deserts and Violence in Denver



Source:

<http://www.laht.com/article.asp?CategoryId=12395&ArticleId=396991>

Addressing the Intersection

Safe Routes to School

Safe Routes Nebraska - Putting kids on a healthier path



iwalk
International *in the*
Walk to School **USA**

THE NEW WAY TO UP YOUR ENERGY POINTS
Help Nebraska's kids benefit from safe routes to school

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Image Courtesy: **Reinventing Los Angeles**
When the bicycles took over the highway...

TOOLS



www.preventioninstitute.org

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Community-Centered Health Homes

Community-Centered Health Homes

**Bridging the gap between health
services and community prevention**

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

Addressing the Intersection



ADDRESSING THE INTERSECTION: Preventing Violence and Promoting Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente

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Collaboration Multiplier

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Crisis Centers							
Education							
Health							
Faith							
Business							
Media							
Law Enforcement							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:



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